

What is claimed is:

1. An open-mouth container for receiving a fluid to be consumed by a consumer, the container comprising:  
a rim defining at least in part the open mouth of the container; and  
a coating on at least part of the rim, wherein the coating is formed from a human-consumable composition having a viscosity greater than approximately 1.5cp at approximately 25 degrees Celsius.
2. The container of claim 1 wherein the composition has a viscosity between approximately 1.5cp and approximately 3000 cp at approximately 25 degrees Celsius.
3. The container of claim 1 wherein the composition has a viscosity between approximately 100cp and approximately 3000 cp at approximately 25 degrees Celsius.
4. The container of claim 3 wherein the composition is an aqueous solution.
5. The container of claim 4 wherein the composition includes a surfactant.
6. The container of claim 4 wherein the composition includes a texture modifier.
7. The container of claim 6 wherein the texture modifier includes corn syrup.
8. The container of claim 6 wherein the texture modifier includes a gum.
9. The container of claim 1 wherein the composition includes an organic compound.
10. The container of claim 9 wherein the composition is a substantially organic composition.

11. A method of applying a substance to at least part of a rim of a support for a consumable, the method comprising the steps of:

applying a film to the at least part of the rim wherein the film is a fluid having a viscosity greater than 1.5cp at approximately 25 degrees Celsius; and  
applying the substance to the film.

12. The method of claim 11 wherein the step of applying the film includes the step of applying a film to at least part of a rim of a beverage container.

13. The method of claim 12 wherein the step of applying the substance includes the step of applying a spice to the film.

14. The method of claim 11 wherein the step of applying a film includes the step of applying the fluid to an applicator and applying the film to the at least part of the rim with the applicator.

15. The method of claim 11 wherein the step of applying a film includes the step of applying an aqueous film.

16. A film for applying to a rim of a beverage container consisting essentially of a liquid sweetener between 9% and 50%, water between 40% and 60%, a surfactant between 0% and 21%, and a viscosity/texture modifier between 0% and 3%.

17. The film of claim 16 wherein the liquid sweetener is corn syrup between 15% and 50%.

18. The film of claim 16 wherein the surfactant is alcohol between 11% and 21%.

19. The film of claim 16 wherein the liquid sweetener is corn syrup between 9% and 15% and sugar between 0% and 50% dissolved in water between 20% and 51%.
20. The film of claim 16 wherein the film has a viscosity at least 1.5cp.